



BBC-1602

Seat No. _____

B. B. A. (Sem. - II) Examination

April/May - 2014

Management Theory & Practice

Time : 3 Hours]

[Total Marks : 70

- Instructions :** (1) Q1 & Q4 are compulsory questions.
(2) Give appropriate examples whenever necessary.
(3) Figures to the right indicates marks.

1 Distinguish between administration and management and also state Fayol's principles of management. **11**

2 (a) Explain levels of management with examples. **6**
(b) Discuss the importance of management information systems to business. **6**

OR

2 (a) Discuss the challenges against professional management in India. **6**
(b) How creativity is important in various management functions. **6**

3 (a) Explain production management its importance in relation with other functions. **6**
(b) State Key difference between American and Japanese Management. **6**

OR

3 (a) Explain Herzberg's two factor theory of job satisfaction. **6**

- (b) Discuss Marketing management its importance 6
in relation with other functions.
- 4 Explain Fiedler's situational contingency theory 11
of Leadership in detail.
- 5 (a) Explain theory X & Y and also discuss 6
situation where this theory is useful.
- (b) Discuss the Blake Mouton Managerial Grid 6
theory of leadership.
- OR**
- 5 (a) Explain SWOT analysis and discuss how it is 6
useful in managerial decisions.
- (b) Discuss how innovation in management 6
practices is important.
- 6 Write short notes (any two) 12
- (a) Seven S model
- (b) Importance strategic Management
- (c) Difference between Strategic Management and
Operating Management
- (d) Social responsibility of Business
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